<u>S/N 10/749,614</u> <u>PATENT</u>

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Brian Alan Grove et al.

Examiner: Mark Fadok

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METHOD AND SYSTEM TO PUBLISH A SELLER FIXED PRICE OFFER

AMENDMENT & RESPONSE UNDER 37 C.F.R. § 1.111

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

In response to the Non-Final Office Action (*Office Action*) dated October 15, 2010, please consider the amendments and appended remarks contained herein.